Arabian Institute For Training

IIBA Endorsed Building and Presenting a Powerful Business Case

Why Attend

- In this course, you will learn how to use every resource at your disposal to scope a business case and to build a compelling presentation to drive your message forward. By helping you expand your repertoire of analytical tools, this course will allow you to prepare a credible evidence-based business case in the form of a PowerPoint presentation. In addition to developing the business case, the course will provide you with the skills to improve your presentation delivery skills regardless of the topic, audience or media used.
- Building and Presenting a Powerful Business Case is a hands-on course and will provide you with both a business case toolkit and an opportunity to practice your presentation delivery skills while receive constructive feedback.

Course Methodology

- The course uses a mix of interactive techniques, such as analytical tools, case studies, presentation development, presentation delivery and individual feedback.

Course Objectives

By the end of the course, participants will be able to:

- Define and use the main steps involved in developing a business case
- Scope a requirement and break it down into structured issues
- Conduct critical analysis using an elaborate business case toolkit
- Design and deliver a structured business case
- Prepare for a presentation using a systematic and easy-to-follow approach
- Use the most commonly available visual aids to support their presentation and make it visually appealing

Target Audience

- All those who wish to improve their business case development and presentation skills to a noticeable level using a strictly hands-on approach. The workshop-type course is particularly helpful for people who have to prepare and deliver presentations to senior management.

Target Competencies

- Problem scoping
- Structuring
- Analytical ability
- Presentation design and delivery
- Verbal and non-verbal communication
- PowerPoint

Scoping the Business Case

- Business case considerations
- 6 steps to develop a business case via a hypothesis driven approach
- Working with hypothesis trees
- Problem statements and the critical question
- Framing a problem: Situation, Complication, Question and Answer (SCQA)
- The MECE Principle

Conducting Critical Analysis

- The business case toolbox
- Focus interviews
- Benchmarking
- The opportunity matrix
- Creating visualaides effectively
- Mastering the 5 primary chart types

Designing a Compelling Business Case

- Sketching out a story-line
- Securing stakeholder buy-in
- Managing stakeholder expectations
- Developing and delivering a communications plan

Preparing for a Presentation

- Gathering the raw data
- The various sources of data and presentation content
- How much information should you begin with
- Filtering the information
- Triple S rule
- Deciding on time allocation: how will you know how much time you need
- Formula of substance, style and support and its impact on the way you present

The Framework of an Effective Presentation

- Opening with a win: how to win audience's attention
- Preview: what should be mentioned in the outline?
- Key points of a presentation
- The psychological rule of 3
- Recapping before the finish: common tips and pitfalls
- Closing with a bang

Visual Aids

- Use of objects and props for visual impact
- Hand-outs: when and how to circulate them
- Secrets and techniques for using flip charts
- Pictures and images: the trends today
- PowerPoint: what every presenter should know

Arabian Institute For Training